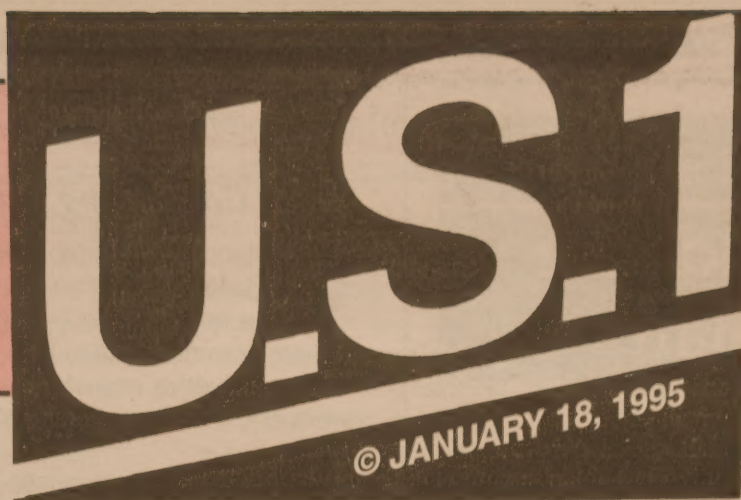


WOMEN IN BUSINESS 1995



Who's Who, What's What In Networking

Women's Networking: Giving and Getting

by Adele Fuller

Networking. What can we possibly say about it that hasn't been said before by wiser heads with wittier words? Isn't it just a cliché of the '80s and '90s that will be taken over by the next trendy buzzword? Perhaps. But not for me.

I have come to view networking as an "artitude" — that is, a skill that is both an art and an attitude. First, networking is an art because, if practiced adroitly, it becomes an act of beauty appreciated and enjoyed by both people engaged in the dialogue. Second, it embraces an attitude that says all the information of the world is at our fingertips if we just ask for it in the context of a caring dialogue or relationship. This may be a little different than the '80s perception of networking our way to the perfect job by bending everyone's ear in sight. For some, that kind of one-way (Hi! Whatchagot for me to-

day? Thanks. Bye!) dialogue gave networking a bad name.

Networking means listening as well as talking — a two-way communication that should result in both parties feeling good about the exchange. It uses the same kinds of attending skills that I employ every time a client walks in my office to tell her story. If we **truly** hear the other person's needs, she is much more likely to hear and help us with our own.

Why network? Because you'll receive information, references, advice, support and energy for whatever goal you're pursuing. Networking isn't just about career-building; it's a life skill.

Back in the 1970s, when my husband's career took us from San Francisco to Pasadena to New Jersey, my life depended on network-

ing to reestablish our young family in one new community after another. I began running support groups for relocated wives feeling the pressures of multiple moves. The first thing we did at our meetings was exchange pediatrician's names, stores, directions to places, babysitters — the stuff of survival. Then we got down to laughing and crying over all our adjustment jitters. We didn't call it networking — we just did it. And it saved our lives. But the most important thing was the support and energy we received from each other so that we could manage our family's needs without losing our own sanity.

In my professional life, I am a career counselor for the Women's Outreach Program of Burlington

County College. Thus, on a daily basis, I counsel women as they negotiate their way back into the workplace, at a time when they are long on terror and short on self-esteem. Whether they are unemployed or underemployed, very few of them have learned how powerful and essential the attitude of networking is to their growth. Since making cold calls to set up information interviews is an important part of their career search, the clients quickly learn that networking skills are essential to their forward movement.

"But why should some stranger take half-an-hour to tell me about his or her work?" they moan. I remind them, "Who else wants to hear about it? Their spouse and kids? Not likely. They're sick to

death of it. You are the audience they've been waiting for."

After making their introductory phone calls and explaining their need to research a new career, the clients return to my workshop the following week, amazed to report that people actually welcomed them to come in for an interview. What they come to realize is that both parties are being fed. My clients are getting information and support. The interviewee gets the undivided attention of an interested party to talk about his/her job and the satisfaction of helping another human being in need. It's a win/win situation — and possibly the beginning of a supportive relationship if nurtured over time with follow-up phone calls. The added bonus is that the client begins to experience the world as a helpful place, and this powerful knowledge provides the incentive to keep moving towards new goals.

One client confessed she was uncomfortable with the concept of networking. She felt she was always trying to sell herself or to take something from the other person, two behaviors that didn't sit well with her self-image as a devout Christian. I asked her to reframe the concept and remember that networking is simply what women have always done. "Why don't you call it 'Women at the Well'?" I suggested, reminding her that women have been sharing information and offering support to one another long before recorded history. A smile suffused her face. The idea of giving as well as receiving in the context of an honest, caring

Continued on page 17, this section

Princeton BPW:

These networkers include, from the left: Georgianne Vini-combe, Monday Morning Flower & Balloon; Kathie Gabor, Druker, Rahl & Fein; Linda Feldstein, Weidel; Lindsay Liotta Forness, Discovery Toys; Charo Juega, Dean Witter; and Ruth Ann Loveless, Princeton University Store.



American Business Women's Association

It's no secret that as working women we face an array of challenges in our professional and personal lives. One local group, the Princeton Chapter of the American Business Women's Association, is excited about the support and solutions it provides.

"The ABWA offers a safe environment for women to develop their professional skills," says Andrea Sacchetti, chapter president.

"In the workplace, if you try something and it doesn't go well it can effect your compensation or your job security." Adds Sacchetti, "It can also lead one to be cautious, to avoid taking risks. In business, if you don't take calculated risks, your career stagnates."

"At ABWA chapter meetings, we give women opportu-

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nities to work on skill development and cultivate leadership potential, as well as to boost professional confidence."

Through the ABWA local chapter, professional women of all ages come together for networking, support, skill building, career strategy discussions, business idea development, and friendship. "After a long day at work, women often come to the meetings tired and drained. They go away with more energy than when they came."

While fellowship is important, Sacchetti notes the importance of networking.

"Many underestimate its potential and power. It can make

an incredible difference in what opportunities are available to you. Opportunity is key to career development." She adds that women need to join professional associations such as the ABWA, as well as organizations particular to one's career field.

"Often we can't discuss office issues at the office, such as office politics, career strategy, or how to ask for a raise. No one there will really tell you how to groom yourself for a promotion or help you map a career plan. Your coworkers are your competitors. These things certainly aren't available from your competitors. And many bosses may not

have the savvy or understanding to help you, or they may be focused on an agenda other than yours."

One of the primary issues facing professional women today is the glass ceiling. At an upcoming meeting the ABWA will be discussing how to deal with career plateaus. "It's a real experience that many people are having," says Sacchetti. "One response is to pull together and develop a strategy and go for it. Another is to go into business for yourself. You need to ask yourself how you want to spend your energy and where you want to go."

The Association is a diverse

group of women from a variety of professional backgrounds. There is an even mix of small business women and corporate professionals. "The diversity is part of our magic."

The Princeton Chapter of the American Business Women's Association meets on the second Tuesday of every month. At each meeting there is a special speaker and topic. In addition, several times each year the ABWA holds events, such as business card exchanges and fund raisers. A vendor fair/business card exchange is planned for May with the theme, "Women in Business."

The American Business Women's Association, Princeton Chapter, 301 North Harrison Street, Suite 101, Princeton, 609-924-7770. Fax: 609-924-8825.

Continued on following page

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DEAN WITTER

Continued from preceding page

CAM Consulting Services

Claudia A. Monte, president of CAM Consulting Services, is a firm believer that the better people communicate in business the more productive and satisfying their work and their business relationships will be.

CAM Consulting Services, a management and communications consulting firm, specializes in providing innovative, customized training programs to individuals and groups in any type of organization.

"At CAM, our focus is on the client. We tailor our training programs to meet the needs of every group we work with. We do not pull material off the shelf and make people fit into a mold. We build real life into our programs. Each project is unique to each client. It becomes their program, not ours."

A partial list of the programs CAM offers includes Communicating Effectively, Professional Presentation Skills, Business Writing, Assertive Communications, Conducting Performance Appraisals, and Successfully Supervising People. Additional programs focus on time, stress, and conflict management.

"We've also developed programs regarding team building. The more people work together as a team the better they meet their business objectives."

"Again we return to communication skills. Many times, teams break down

because of the way people speak to each other. We provide that key."

CAM concentrates on client needs. "We are willing to deviate from normal training classroom methods...whatever will best suit our clients, that's our objective."

Monte comments that the key to training that works is understanding the client. And it doesn't end when the seminar is over. "There has to be reinforcement and ongoing skill development for there to be behavior change, for one to see learning actually applied," she says. CAM is committed to customer service and follows up with clients to address any additional needs or concerns.

Many professionals cannot afford the time for group training programs; sometimes executives desire private instruction. To meet this need, Monte offers individual training.

Along with training programs, CAM provides experienced facilitators for meetings and retreats.

"This year we've added a new service, independent client retention surveys. We follow up with our clients' customers and obtain constructive feedback on the quality of services provided. This information is then evaluated to help our clients learn why they are retaining their customers or why they are losing them. The question is, how can businesses serve their clients better? Answer that and you will succeed."

"Our goal is to foster and build good communication skills to help individuals and businesses thrive in this challenging and diverse business

CAM Consulting follows up with its clients' customers and obtains constructive feedback on the quality of services provided.

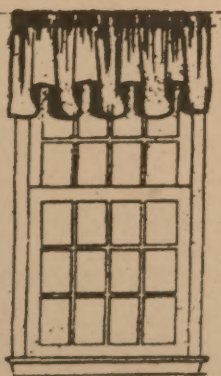
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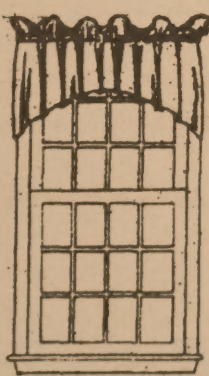
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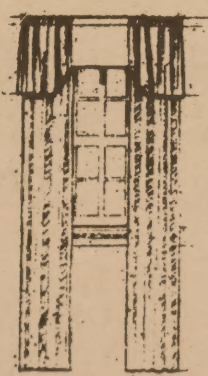
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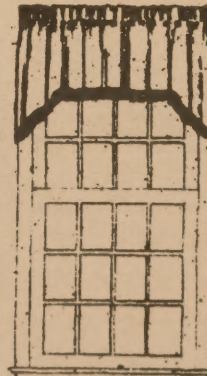
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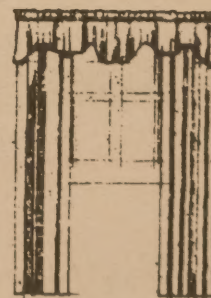
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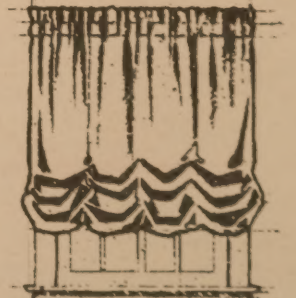
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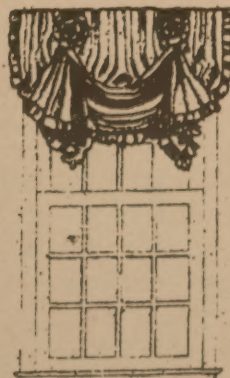
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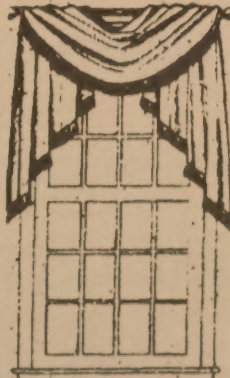
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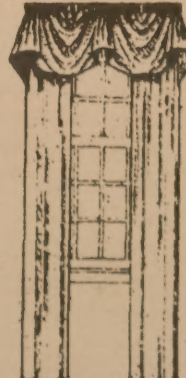
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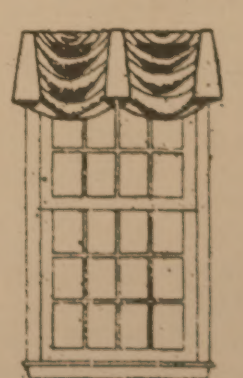
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environment. Today people are faced with added business stresses, of downsizing, restructuring, and doing more with less. What we try to do is help give them the skills to better face these challenges.

"The basis to everything in business is good communication skills. If that is missing, nothing else works."

CAM Consulting Services, P.O. Box 469, Crosswicks. Phone/Fax: 609-291-1937

The Carlisle Collection

It's important for a working woman to look professional, but many women simply don't have the time it takes to build a business wardrobe. And building a strong wardrobe can cost a tremendous amount of money. "That's where the Carlisle Collection comes in," says Daphne Pontius, sales consultant.

The Carlisle Collection is quality women's clothing. The creations are comparable to the designs in many of the fashion houses in Paris and Italy. "While the clothing looks like the top designers," says Pontius, "the Carlisle Collection is more affordable." Pontius describes the materials as second to none.

Carlisle matches the quality and creations of top designers, and gives the working woman just what she needs. "Time is a cherished commod-

Carlisle's work clothes perform well into the evening. 'Just change accessories;' *Frames & Framers has an option that allows customers to do their own framing.*

ity," says Pontius. "At Carlisle, we have a range of clothes and accessories that are already coordinated, allowing us to provide our customers with one stop shopping." No more running around to several shops every weekend.

No more hoping you can find a shoe that goes with the outfit. The Carlisle Collection takes the guess work out of work clothes. "We offer a range of scarves and jewelry designed just for our clothes. The Carlisle Collection also has a special arrangement with shoe manufacturers. We can tell you who makes a shoe that will coordinate with an outfit from the Carlisle Collection, and where to get it.

"And we make special accommodations for our clients. Our clothes are shown by appointment. In the Princeton area I also deliver the clothes to the client's home or office. The professional woman doesn't have time to shop. I work around her schedule."

The Carlisle Collection was designed with an eye for fashion, and an understanding of what professional women need today. "Women want style, function, and durability." The clothes follow classic lines but can be adapted to anyone's personal style.

"They are simply beautifully tailored and well-lined, and

they do not go out of fashion.

"And they travel easily. Because they coordinate so well, you can pack less."

Carlisle's work clothes perform well into the evening. "All you need to do is add or change your accessories and you're ready," says Pontius.

"I find this type of collection absolutely invaluable. As a professional woman myself, it's all I wear. Once you wear them you believe in them."

So do her clients. "Most of my business is repeat business. People who shop this way just keep coming back."

One of Pontius' favorite stories is about a woman who bought a \$4,000 designer suit in Paris. Some time after her return she met with Pontius only to find a similar Carlisle suit of the same fabric for approximately \$500.

The collection is available in sizes 2-16. Pontius will be showing the spring collection by appointment January 21-26.

The Carlisle Collection, Princeton, 609-924-3445.

Frames & Framers

Judy Grow is a framing enabler. As a crafter, she knows the satisfaction of finishing a project. When Grow founded Frames & Framers, she recognized "the

benefit of actively involving our customers in the framing process."

That's why, in addition to offering standard custom framing services, Grow implemented an interactive option that allows customers to actually do their own framing.

"We frame everything from diplomas to art work to christening gowns," says Grow. "We even framed a piece of the Berlin Wall for a customer who was in Berlin when the wall was dismantled."

"Because our shop is so big, we are able to inventory more than 20,000 feet of quality moldings and an equally large selection of mat boards and glass, says Grow. This eliminates the often long waiting period for single small orders to arrive from the manufacturer. In turn, this allows us to greatly reduce the time involved to frame an object and return it to the customer, usually one week for custom framing.

For customers who want to eliminate the wait altogether, Frames & Framers offers a do-it-yourself option. After the customer has selected a molding, Grow or a member of her staff measure and cut the frame, to insure accuracy, and then assemble it. Next, the customer cleans the glass, places the object into the

frame, seals it and secures the hanging device, all with expert assistance.

"This option saves the customer both time and money," says Grow. "Placing the object in the frame is the most time-consuming part of framing. By assisting in the process, the customer can have a framed object in about an hour and cut labor costs." An additional benefit is the sense of accomplishment the customer feels in having participated in the framing of a special item. According to Grow, about 40 percent of her customers choose this option.

Grow's venture into the framing business began 18 years ago when she switched roles with her artist husband and became the family's major breadwinner. A friend encouraged Grow to buy a picture framing franchise.

Although Grow, a former music teacher and author of two books on needlework, had no business experience, she taught herself such business essentials as bookkeeping and accounting. Grow's industriousness paid off: her franchise was self-sustaining within one year.

Grow left the franchise four years later and continued the business under the new name Frames & Framers. Ten years ago, she opened a second store in Short Hills. In that time, Frames & Framers' customer base has grown to in-

Continued on following page

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Building Better Lives



Continued from preceding page

clude corporate clients such as the Dow Jones Company and Bristol-Myers Squibb. "For the past six years, we've provided all the framing for The Metropolitan Opera Gift Shop," says Grow.

In addition to resourcefulness and knowledge of her product, Grow attributes her success to her 30-year partnership with her husband. "Without his support and willingness to care for our children and tolerate my long days, I would not have been able to turn our business into a prosperous enterprise."

Frames & Framers, Mercer Mall, Lawrenceville. 609-452-1091. Second store located at the Millburn Plaza, Short Hills. 201-564-7840.

Gloria Nilson REALTORS

Since opening its doors eleven years ago, Gloria Nilson REALTORS has cultivated a powerful understanding of the Princeton marketplace.

"We've been successful because we take the attitude that when you are changing your home," says manager Estelle O'Connell, "you need an agent who can understand the emotional dimension while helping to steer you through the complex process."

She should know. As a successful agent herself, she has attracted top producers into

the fold. "I pride myself on the fact that our agents combine technical knowledge of the market with personal skills. A good real estate agent is one who knows what the area offers, what the client needs, and where to find them a perfect match."

"Today it takes a lot to succeed in this business. I call our sales associates stars. Robin Wallack is our brightest star, having achieved over 15 million dollars in home and property sales this year. Joyce Bergen completed more than 5 million, Diane Urbanek, Ruth Sayer, Margie Boozer, and Anna Sinnis have all completed more than 2 million in transactions themselves this past year."

"The business has changed a lot in the past twenty years," says O'Connell. "During the hot market years of the 1980s, property was bought and sold quickly. Fortunes were made that way."

"That's not to say that land is no longer a good investment. It will always be a great investment, they're not making any more!"

"But today, people are investing more into their own homes, making them wonderful places to live and work, which points out another trend that is important today. Many families now need homes that

lend themselves to home offices. They're looking for updated wiring, spaces that allow separation from the flow of family life without being too cut off, and appropriate zoning."

And because there are more adult children returning home and older parents who are living longer and may need care, many buyers need a home that will suit multi-generational living. Baby Boomers are now calling themselves the "Sandwich Generation."

Families want to know what resources are available, the strengths of different area schools, health and child care facilities, relative values of properties in their chosen neighborhoods.

"The best news, though," says O'Connell, "is that real estate is still a very good investment, and that right here in the Princeton area we can help you in selling your house or finding just the right home."

Gloria Nilson Realtors, 230 Nassau Street, Princeton, 609-921-2600. Fax: 609-924-3593

Ideal Tile

A lot of people have trouble visualizing the end result when they use ceramic tile," says Alice

Canning, owner of Ideal Tile. "Tile is a great material. It's functional and easy to care for. It survives well under family living and entertaining, takes only minimal maintenance, and lasts a lifetime. It truly is a capital improvement."

Ideal Tile's showroom has kitchen and bath vignettes which help clients to visualize how Canning's ideas will work in their homes. Now able to do complete in place renovations of kitchens and bathrooms, Ideal offers custom and stock cabinetry, and special touches like granite, formica, or Corian counters — all fine materials energized by skilled and careful artisans.

Precise scheduling makes a kitchen or bath renovation possible in one week.

Recently Canning's staff worked on the renovation of 2 1/2 bathrooms in the Princeton home of internationally known architect Michael Graves. The rooms, with lots of marble and Graves-designed glass mosaics, required a high level of expertise that has garnered Ideal additional elite installation commissions.

Canning and her sons have extensive credentials in large, highly detailed projects. They give full attention to small renovations ranging from a backsplash to new kitchens

and bathrooms. "We often take a customer's wallpaper colors, fabrics, and patterns," says Canning, "and create a custom painted design for them. That might mean a few special accents or an entire wall mural. We work with a very versatile artist."

"When a client is ready for serious planning, we first look at the blueprints or floor plan. We explore what kind of feeling they want to create. We make suggestions working with materials, color, and budget to create a satisfying personal or business space."

When the decision is made to employ Ideal for the full installation, technical drawings and elevations are produced. "As far as I know, we're the only tile store in the area that is capable of this," says Canning. "It's a terrific tool that allows the client to see on paper exactly how things are going to look."

"Tile installation is part art, part science, part finesse," explains Canning. "We have our own master mechanics so that we can guarantee the quality. We stress that while they are working in your home or office, they must adhere to our standards of quality, courtesy and cleanliness. We're in control of every job site, and don't subcontract any tile work."

Canning became interested in working with ceramic tile while attending the New York

Continued on page 6



Linda Kibrick MSW, LCSW
William Rhoads MSW, LCSW

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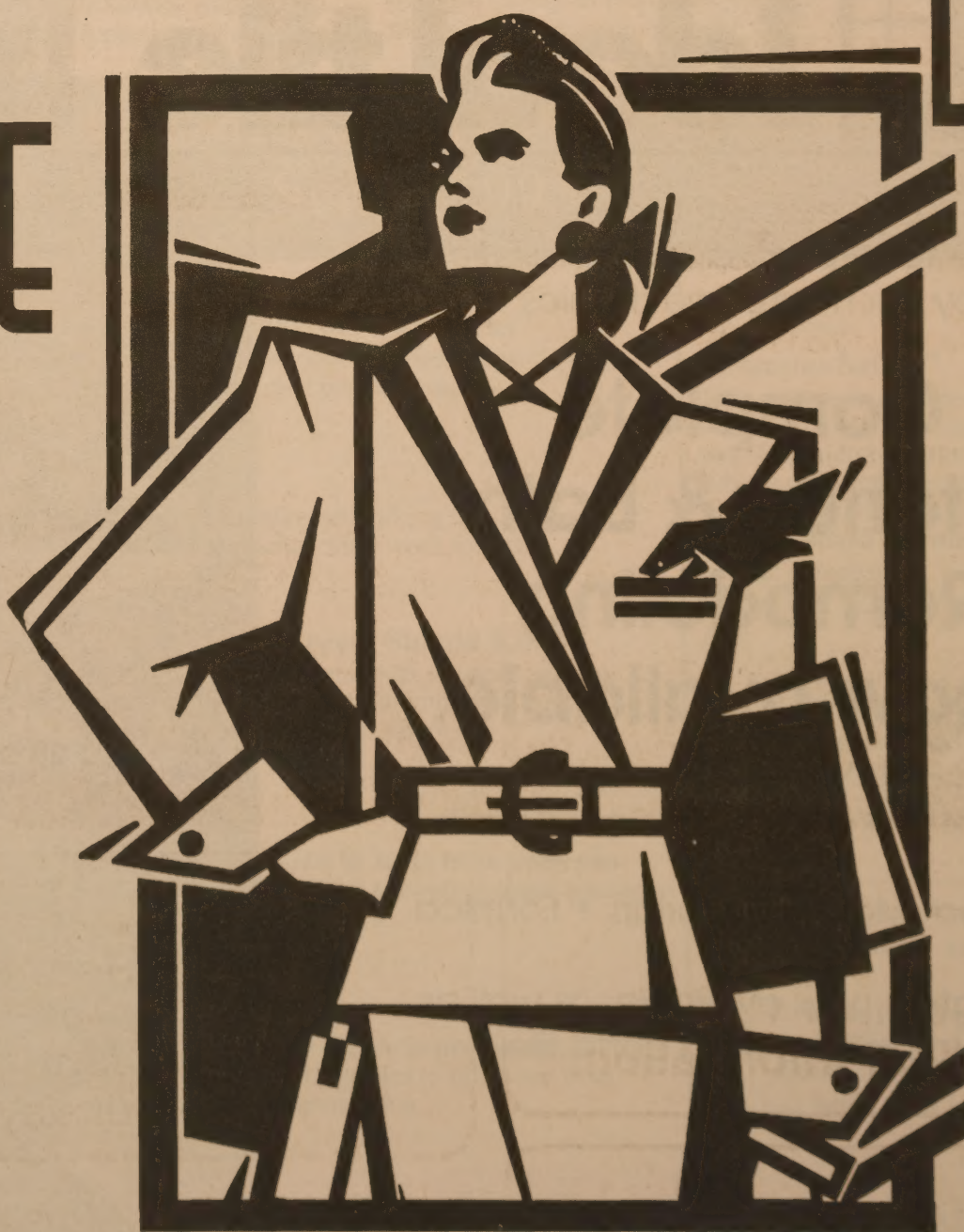
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Continued from page 4

School of Interior Design. Subsequently she founded Ideal Tile, a family owned business which has been at its present location for 11 years.

In addition to ceramic tile, Ideal also provides and installs marble for floors and walls, and terra cotta. "Terra cotta is especially popular right now," she says. "It gives a room an informal country look, very different from what you can accomplish with marble or ceramic tile."

Ideal Tile, 2901 Route 1, Lawrenceville. 609-771-1124. Fax: 609-771-6863.

K & R Counseling and Psychotherapy Associates: A Communication Center

In 1988 therapist Linda Kibrick was in New Orleans at a professional conference held by the American Association of Marriage and Family. Keynote speaker Lori Gordon, founder of PAIRS, a preventive maintenance course for relationships, was directing exercises from her program. Kibrick, who was at the conference with her husband, therapist William Rhoads, remembers the exercise and how it "made me realize that there was something unique about the program. When my husband talked, I didn't hear what I wanted to hear. I heard him. I could truly understand what he was feel-

ing." Kibrick now teaches the PAIRS program through her practice, K & R Counseling and Psychotherapy Associates in East Windsor.

"Many think that if they talk with each other they are communicating," says Kibrick. "But often what is being heard and understood is not what was actually said. People don't have the skills to communicate clearly. It isn't just the problems in the relationship but the different communication style which can cause pain and frustration."

Kibrick's practice with William Rhoads has a special focus on the PAIRS program and the communication skills it fosters. The 120-hour long program is unique and comprehensive.

"The length of the program," says Kibrick, "enables participants to learn a tremendous amount about themselves and their background." Kibrick also stresses that the program is about skills, not therapy.

"Our goal is to give the participants the basic tools so that they can speak and understand each other. We want them to understand better what's going on, to be able to negotiate for what they want, and to achieve clarity in communication. They leave with

'Her Place:' Out with the Scale, In with the Exercise

Her Place, the new women's aerobic studio located in the Alt's gymnastic complex, offers an alternative to the big gym atmosphere. The goal of Her Place, says Alaina DeBenning, aerobic director and partner in the studio, is to "bring women of all ages, shapes, and fitness levels back into an exercise program."

"We accomplish this," says DeBenning, "by offering small classes of 10 to 14 participants. At Her Place we do not believe in bodysuits and matching socks. That's not what aerobics is about. Aerobics is about strengthening the heart and lungs and muscles. We do not promote body image in any way, nor do we use scales. Scales only drive you crazy."

"Instead, we promote a complete healthy lifestyle that will lead to permanent weight

management and a weight that is healthy for you," says DeBenning.

Too many women become obsessed with the "ideal" body image, says DeBenning. "Remember," she adds, "no one looks like the cover of Cosmo."

Her Place also encourages children to participate in physical activities and offers an excellent childcare program, with activities for the children.

At this time Her Place offers low-impact and step classes in the morning, as well as lunch-time classes and evening classes tailored for busy working women.

Her Place plans to expand to a separate and larger facility in the fall. "We will offer all levels of aerobic classes, weight training and cardio equipment," says DeBenning. "We hope to become the new place for all women to work out in the Princeton area."

Her Place, at the Alt's Gymnastic Center, 745 Alexander Road. 609-452-8430.

the tools to better resolve conflict."

PAIRS is for men and women in any stage of a relationship, whether they are single or married, separated or divorced, living together or engaged, entering a new relationship or dating, or marrying for a second time. "With PAIRS," says Kibrick, "the goal is to help people develop skills for sustaining loving and healthy relationships, as well as to discover the causes of disappointments and to avoid

mistakes made in previous relationships. PAIRS can also help people improve an unsatisfying relationship and enhance their ability to create a fulfilling future with their partner."

"Who is going to decide what, who is going to get their way, whose needs and desires are going to be met may be the most important issues couples have to resolve. In relationships that work well, partners share power and seek mutually agreeable solutions."

Kibrick adds that the skills taught in the PAIRS program are also used to work with individuals and families.

Linda Kibrick has a Master of Social Work degree from Rutgers University and has served on the faculty there and at Mercer County Community College. She speaks widely on interpersonal relationships and addictions. She is a licensed clinical social worker, licensed marriage counselor, and certified alcohol and drug counselor.

K & R Counseling and Psychotherapy Associates — A Communication Center, 2 Heathwood Drive, East Windsor, 609-448-7333. Fax, 609-448-1359.

'With PAIRS,' says Linda Kibrick of K & R Counseling, 'the goal is to help people develop skills for sustaining loving and healthy relationships.'



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KYMA Technologies

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This is just one of the new projects being worked on by KYMA Technologies, a computer consulting and training firm. "Our goal," says Christine Gall, senior vice president, "is to provide you with services and tools that will help your staff be more productive and self-sufficient."

"We have the technology at our fingertips. What is new to market we examined last year. We know what is coming out, what directions technology is taking, and what will best serve your company."

Gall notes that many companies are failing to keep up with constantly changing technology. "Every time you read about the latest program it is already outdated," Gall summons the analogy of buying a new car; the minute you drive it off the lot it has depreciated in value.

"We bring businesses up to the point that they need to be. Many treat buying software as a matter of keeping up with the Jones's rather than what best suits their company. We

help them determine the software that they truly need." KYMA also develops software and systems for business and entertainment industries.

In addition KYMA has designed an executive training program to teach professionals how to use technology to their advantage. Gall describes the program as "boot camp." Says Gall: "Because most executives can't afford much time away from the office, we have an intense training program that will quickly and thoroughly bring them up to speed."

KYMA also serves clients with system emergencies. The company has formed partnerships with some of the leading software manufacturers. Gall remembers when one of KYMA's clients, the Mayor's Office of Film, Theater, and Broadcast in New York City, was in crisis. Their network administrator had resigned, leaving the office with projects half completed, over \$250,000 in hardware and software that wasn't configured properly. They needed to pull things together quickly. A Microsoft office referred KYMA. "After an initial assessment by our Systems Architects, we spent an entire weekend at their offices, reconfiguring their systems, creating new front-ends to their data, and providing emergency support and training. By the following Monday morning the office was again in service, helping make New York City one of the most filmed and theatrical sites in

'Get the new computer technology to work for you,' says Christine Gall of KYMA Technologies; 'When you hire us, you deal with top people because that's all there is,' says Leslie Mullen.

the world."

Technology has us in its grasp and it's not going away. "Get the education, get the exposure," advises Gall, "and get the technology to work for you."

KYMA Technologies, 16 Village Boulevard, Princeton, 609-734-7409. Fax, 609-497-6377.

Leslie Mullen Graphic Art

Over twenty years of experience in the field of corporate communications gives Leslie Mullen of Leslie Mullen Graphic Art in Kendall Park, New Jersey the know-how to get a project out on time and within budget.

Before founding Leslie Mullen Graphic Art in 1988, she worked for fifteen years as a senior art director for E.R. Squibb & Sons. Before that, she was the corporate art director for a major paint company in New York City.

"My work on the client side of the business gave me the opportunity to see the mistakes that agencies make, and to correct them when I began my own," says Mullen.

In addition to the traditional artistic methods employed by the graphic designers, Leslie uses desktop publishing to meet her clients' objectives. Her computer expertise includes Macintosh proficiency in QuarkXpress, Adobe Illustrator, Typestyler, Photoshop,

and Aldus Freehand, making the scope of her capabilities very broad. This enables her to provide her clients with a variety of choices and means of design when they contract a project.

Printed communications such as marketing brochures, user's manuals, letterheads, or posters, from concept to printing - including design and production - are the specialty of Leslie's small design studio. She believes that keeping her firm small benefits her clients, and says, "We're small, and we think that's a plus. It means that when you hire us, you deal with top people, because that's all there is. We listen better and work faster than an ad agency."

Leslie says that she is often asked exactly what a graphic design studio does. "I tell people that it is the graphic designer's job to work closely with the client and the project writer, paying attention to ideas and objectives and then to provide layouts and final designs to accompany the written text. Providing a written estimate for all services to keep the job within budget is also essential," she says, "as is providing photos and illustration as needed."

"In some instances, it is possible to use the files for desktop publishing to print the piece, which can save many typesetting dollars." She finds that more and more of her clients are opting for this method of publication to keep

within restricted budgets.

Leslie considers herself part of a team with writers, photographers, illustrators, other designers, and printers that makes each communications piece tell a story. "Creating something that suits the clients' objectives, and is truly creative is what makes me enjoy this business so much."

Leslie Mullen Graphic Art, 3530 Highway 27, Kendall Park 08824. 908-821-3088; Fax: 908-359-5967.

Luttmann's Luggage

In an age where most products and services are dedicated to progressing toward the future, Luttmann's Luggage is holding on to the tradition of the past. "This business was started in 1904," says owner Frank Ricatto. "The business has always been about providing the finest in merchandise, whether it be leather goods, writing instruments, or luggage."

Ricatto has noticed that in this day of computers, electronic mail, and the Information Superhighway, people are sensing the loss of the personal touch, the human element. As a result, notes Ricatto, "They are starting to look to the past for that tradition of quality, that tradition of personal style."

One example is the resurgence of use of fountain

Continued on following page

Stark & Stark Women Attorneys' Breakfast Seminar Series 1995

January 25
8:00 a.m.

"Sex, Drugs and Rock & Roll: The Legal Concerns of Parents with Teens"

An overview of legal issues regarding "consensual" sex; drug and alcohol use; social host liability statutes; auto insurance and liability; juveniles in the criminal and civil justice systems.

Moderator: Beth Baldinger, Esq.

March 22
5:30 p.m.

"Networking for Professional Women"

What should you do when you enter a room full of strangers? Receive networking tips from an expert and from women professionals and discuss ways to make networking work for you.

Moderator: Elizabeth Walsh Kreger, Esq.

April 26
8:00 a.m.

"Child Safety: Toy Guns to Video Games - What Every Parent Should Know"

From daycare through graduation, the environment children develop in presents not only exciting challenges, but also dangerous risks. This presentation will educate parents and other concerned individuals as to potential hazards and how to safeguard a child's health and safety.

Moderator: Lorena Haumann Miller, Esq.

June 7
8:00 a.m.

"Financial Planning for the Financially Intimidated"

Do you know what types of investment vehicles are available? Will you be set to retire when you want to? Are you doing what's best for your present and future needs? The answers to these questions will be answered by a panel of experts in the financial planning field.

Moderator: Mary E. Monteschio, Esq.

September 13
8:00 a.m.

"Violence in the Media: Who Pays?"

An in-depth discussion of the First Amendment rights of broadcasters; the socio-psychological impact of media violence and its relationship with rising crime rates; responses to this issue from both the public and private sectors seeking responsible changes in broadcasting.

Moderator: Jodi F. Mindnich, Esq.

November 8
8:00 a.m.

"How to Start Your Own Business: Part I"

Starting a business involves much more than having a good idea and the desire to succeed. This seminar will address legal and business considerations which every entrepreneur must address as he/she begins thinking about this exciting undertaking.

Moderator: Sharon L. Wynn, Esq.

On the road:

"Campus Safety"

This seminar is designed to provide school officials, students and parents with factual information on the subject of campus security in order to facilitate the formulation of questions students should ask when visiting college campuses.

Moderator: Sudha Tiwari Kantor, Esq.

If you'd like to see this seminar in your area school, please call (609) 895-7307 for more information.

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Continued from preceding page

pens. "A fountain pen is one of the most expressive ways to sign a document. There isn't anything special, personal, or individual about a computer printout. If you take the time to write a note with a fountain pen or sign a document in your own handwriting, it says a lot about you, what you feel, what you're trying to express.

"People appreciate a good value, conservative merchandise that won't go out of style, that is durable, functional, and useful."

Ricatto is especially pleased with the Veronica Hart Collection, by the Lombardo Company, the first complete line of business cases and accessories designed with the professional woman in mind. "Unlike most formal business cases that are available to women today, the Veronica Hart Collection enables a woman to carry a little extra. These pieces are more functional than conventional cases." The cases have separate spaces for personal items and organized pockets for frequently used business tools. Some of the special features include a matching keyfob, cellular phone pocket, eyeglass or sunglass pocket, and space for a small handbag or cosmetic bag. There are also sections for incoming and outgoing business cards, as well as ample space for files and business materials.

The Veronica Hart Collec-

A Luttmann's fountain pen is one of the most expressive ways to sign a document; Two women with unusual backgrounds lead Home Care at the Medical Center.

tion has also designated a portion of the proceeds from the sale of each item to The Global Fund For Women, an international grantmaking organization. The organization's goal is to provide funds to seed, strengthen, and link groups committed to women's well-being.

Beyond briefcases, Luttmann's specializes in handbags, briefcases, and luggage by such brand names as Coach, Bally, Ghurka, Dooney & Bourke, and Schlesinger. Whether it writing instruments or luggage, Luttmann's Luggage takes the time to coordinate the merchandise with the customer. "Our customers usually plan on keeping a purchase for a long time, so it's natural that they want something that matches their style."

For 91 years Luttmann's Luggage has been selling the finest in leather goods. For them it's all about tradition and quality.

Luttmann's Luggage, 20 Witherspoon Street, Princeton, 609-924-0004. Fax: 609-924-0735.

Medical Center at Princeton, Home Care

Two women with unusual backgrounds bring new leadership to the Home Care Department

at the Medical Center at Princeton. Sr. Kathleen Manning is the new director of the Home Care Unit's Hospice Department. A member of the Sisters of the Order of Charity, she is also a clinical nurse specialist with a graduate degree in oncology nursing. Marla Cybyl, who recently joined the Medical Center as director of the new Maternal Child Health department is a career nurse with a masters in business administration.

Sr. Kathleen chose a nursing career years before she entered the Convent at the College of St. Elizabeth's. Home Care Director Greg Field says, "Sister Kathleen is not only an excellent clinician, but she brings a special spiritual perspective to terminally ill patients and their families." As a clinical nurse specialist, she can write prescriptions, but Sr. Kathleen says it is her respect for her patients that counts most. "I feel privileged when patients allow me as a new friend to take part in their final journey."

She believes in giving patients control of their care. "I can prescribe medication, but if a patient wants to avoid it, I support that decision. Recently I suggested a drug to ease a patient's physical suffering, but I also told him that he would have two days of dis-

orientation. He decided against the medication because time with his two little daughters was more important. He reminded me how precious those two lucid days were to him while they might have different meaning for me."

Her religion is her life to Sister Kathleen, but she is comfortable with all faiths and believes that her Irish sense of humor may be a special ingredient in comforting her patients and families "So what is your God doing to me today?" a patient once asked her, and she could sincerely reassure him that the same deity was watching them both. "When they are angry with God, I understand, because sometimes He makes me angry too."

Although Marla Cybyl is the Maternal-Child Home Care supervisor, she loves getting out from behind her desk to visit and help with newborns. "New moms have a lot to learn in the 24 hours after they deliver, and they really can't assimilate all of it. Most insurance company policies have them back home in one to two days, and we get out there right away to assist during a critical adjustment phase. We work directly with the mother and her new baby to answer breastfeeding, diapering and nutrition questions. We ease

a lot of anxieties by letting them know what is normal for newborns, what health care resources are available, and what to expect in the next few months. Most moms are heading right back to work, and we can outline the best child care options and guidelines."

Marla knows the insurance industry inside out, and has special skills in building health-care programs that respond to today's needs and fit with the missions of individual medical centers. She designed and helped open Bucks County Medical Center's new 10-bed single room maternity unit, a format already in use at the Medical Center. A nurse foremost, her career is supplemented by marketing, planning and human resource skills, that make her a valued addition to the Medical Center and its community.

Medical Center at Princeton, Home Care Department, 253 Witherspoon Street, 609-497-4900.

Mercer Employee Assistance Service

Kay McGrath is founder and president of the Mercer Employee Assistance Service (MEAS), the first off-site employee assistance program (EAP) in Mercer County.

MEAS focuses on early identification and referral of employees whose personal problems are affecting their

Continued on page 10

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Continued from page 8

job performance. According to studies, over 50 percent of these problems are alcohol or drug related.

"The cost of helping an employee with personal or drug/alcohol problems is negligible when compared to the cost of replacement or retraining," says McGrath. "This program is a proven, effective tool for increasing productivity and morale while decreasing absenteeism and turnover."

In addition to early identification and referral, services include supervisory training, employee education, counseling services, plus workshops on

stress, sexual harassment, and parenting.

Creating awareness about alcoholism and drug addiction is nothing new for McGrath, the mother of five grown children. In 1978 she founded the Mercer Council on Alcoholism and Drug Addiction, with a loan of \$5,000 and herself as staff. The Council, whose mission is the prevention of alcohol and drug abuse, now employs 21 people and has a \$1 million budget.

In 1982, she spearheaded the first comprehensive

school-based alcohol and drug education and counseling program in Mercer County by placing a Council staff member in one school district. The Council now has counselors in 31 public, parochial, and private schools. This year the program reached a record number of students with nearly 2,500 children completing some form of therapy.

McGrath also made the program available to the Latino community of Trenton School District by placing bilingual counselors in the high school and three elementary schools.

Under her leadership, the Council established the first community-based Task Force on Fetal Alcohol Syndrome in New Jersey which conducted a successful campaign to persuade all municipalities in Mercer County to require establishments that sell alcoholic beverages to post signs warning pregnant women and nursing mothers to drink no alcohol. The state of New Jersey passed such a law in 1993.

In 1993, the Council and the NJ Council on Alcoholism and Drug Abuse co-sponsored the first county-wide Congregational Assistance Program, designed to train teams within area churches and synagogues on alcohol and drug abuse. The program has provided training to more than 200 members of 30 Mer-

cer County churches.

A member of the New Jersey Association of Alcoholism Counselors and the National Association of Alcohol and Drug Abuse Counselors, she is also active at the NJ legislature; a consistent and present voice advocating for alcoholics and their families.

In 1993, McGrath was the recipient of Princeton YWCA's "Tribute to Women in Industry Award." She was also honored by the National Council on Alcoholism and Drug Dependence at its 1993 Conference of Affiliates for 15 years of service.

Mercer Employee Assistance Service, 609-396-5874.

The Organized Library

Information is power. It is the key to success in any business, says Judith Tapiero, president of the Organized Library. "Information can give that competitive edge."

The Organized Library provides a cost-effective information management service to numerous industries. "We can create a centralized, on-site research and information facility using manual and automated sources, organize a library system that's been neglected, and develop library management procedures."

The Organized Library also looks to the future, analyzing and evaluating the current and future information needs of the company. "In addition, we design the budget needed to maintain and staff the library and we train and educate the employees to use the library's resources."

Tapiero points out that a library can be started simply by taking the information that is already in people's offices and consolidating it. "We help clients build their resources, develop and implement information strategies, and advise them regarding the latest technology and professional services. A library is no longer just books; it's video and audio tapes, maps, blueprints, CD-Roms, on-line databases, and much more."

A number of problems can plague a business that does not have an on-site library. "Off-site, third party resources may not provide thorough research and may interfere with deadlines. In addition," says Tapiero, "the more time spent conducting research, the more it costs a company."

When an on-site library is not organized or maintained problems that occur can include misplaced or lost documents, duplication, and redundant research. Tapiero remarks that competitive opportunities might also be missed because data demands are greater than the firm can support.

"People want the most up to date information and they

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want it fast. Says Tapiero, "Most aren't aware how quickly information can be retrieved from an organized resource. When I am working with a client I usually ask about a recent project they were working on and how information was obtained. Very often I hear that it took hours, days even. They are astonished when I tell them that they could have had that information in fifteen minutes."

Tapiero offers an example. "There are library catalog systems where people sitting at their desks can turn on the computer, search, catalog, and send an e-mail message to the librarian requesting specific information. That saves them time and enables them to do their work."

"Time is money. The Organized Library is about making our clients more productive through efficient information services."

"Today, any organization that does not have an information resource simply can't be competitive. Information is important to every business, no matter the size or the industry."

A good library will support the goals of the business while utilizing state of the art technology and information sources.

"My satisfaction is that I've created something for my clients, something very practical, something that will help their bottom line. Their success is my success."

Pat Lipton specializes in the recruitment of marketing and advertising executives; Joanne Cole provides support services to trade and professional associations.

**The Organized Library,
P.O. Box 7403, Princeton,
609-799-5065.**

Pat Lipton Associates

Pat Lipton makes money the old fashioned way. She earns it, every penny of it, with long hours, relentless dedication, and absolute professionalism.

A 13-year veteran of the executive recruitment industry, Lipton specializes in the recruitment of marketing and advertising executives within the food, beverage, and cellular communications industries nationwide.

Lipton began working as an executive recruiter following a divorce which left her with two young children to support, and a lot of bills to pay. "I just got tired of being poor," says Lipton. "I was determined to establish a career for myself that would provide my family with ample income."

Lipton describes her early years as a head-hunter as tense and nerve-racking. "I had to make a lot of cold sales calls," she states. "I was terrified of rejection from the person on the other end of the phone, but I knew I had to make the calls in order to make a living." Lipton relates

that many of her early calling prospects refused to take her calls. Says Lipton, "The first time that a potential client actually accepted my telephone call, I was so excited that I forgot to ask him for the order. After that, I kept a little note on my desk to remind myself that the object of this is to get the order."

Lipton has come a long way since those early days. Her executive recruitment firm now has two booming locations, at the Carnegie Center and in Pittsburgh. Her children Scott, 29, and Loren, 25, are now grown, and she is happily remarried to her high school sweetheart. "Focus is the most important factor in any endeavor," says Lipton. "You just make it happen."

And happen it has. Lipton's clients include Pepsi-Cola, Taco Bell, J. Walter Thompson and Grey Advertising.

Lipton, who describes her role in placing the ideal candidate in each position, as "central casting," began her career as a child actress, and even attended professional children's school. She played in "Mrs. McThing" with Helen Hayes, and worked on radio soaps such as Stella Dallas. "I still love the theater," says Lipton. "Show business is infinitely exciting to me."

Although Lipton finds her work thoroughly engaging, she hopes at sometime in the future to wind down at least her day-to-day activities in the company and write a book about her experiences and the field of executive recruiting. "I'll call it 'This is Central Casting'", she says.

**Pat Lipton Associates
Inc., 101 Carnegie Center,
Princeton. 609-452-0049.
Fax: 609-452-0245.**

Professional Management Associates

When you joined your professional or trade association, you probably planned it as a networking and career development move. And you were probably right to do so. After you became more involved in the organization as a volunteer, you may have found that you were spending time on administrative activities that pulled from your business time. Or you weren't and your association duties began to slide.

That's exactly the time to talk to Joanne Cole at Professional Management Associates. "We provide support services to trade and professional associations," she says. "We support the work of

volunteers with a professional staff so that they can get on with the career development activities they joined the organization to enjoy."

On one level, PMA acts as an association's 'back office', producing their newsletters, maintaining their membership database, and responding to membership inquiries. Professional services such as meeting and event planning are also provided.

"It's been a challenge keeping up the needs of our professional clients," says Cole. "Our first group, which has been with us for ten years, is the New Jersey Society of Association Executives, which represents the paid staff of other associations, like the bar and the medical societies. That means we are putting together newsletters for our peers and colleagues, people who also publish newsletters, and planning meetings for professional planners. That keeps us on our toes, and we call upon the best and the brightest, lively people we know from our many networks, to bring them to the most cutting edge, useful conferences and publications."

A small group that uses PMA's services is the 600 member New Jersey Public Health Association. "We handle their membership database and assist with meeting registrations. They hold large symposia on public health is-

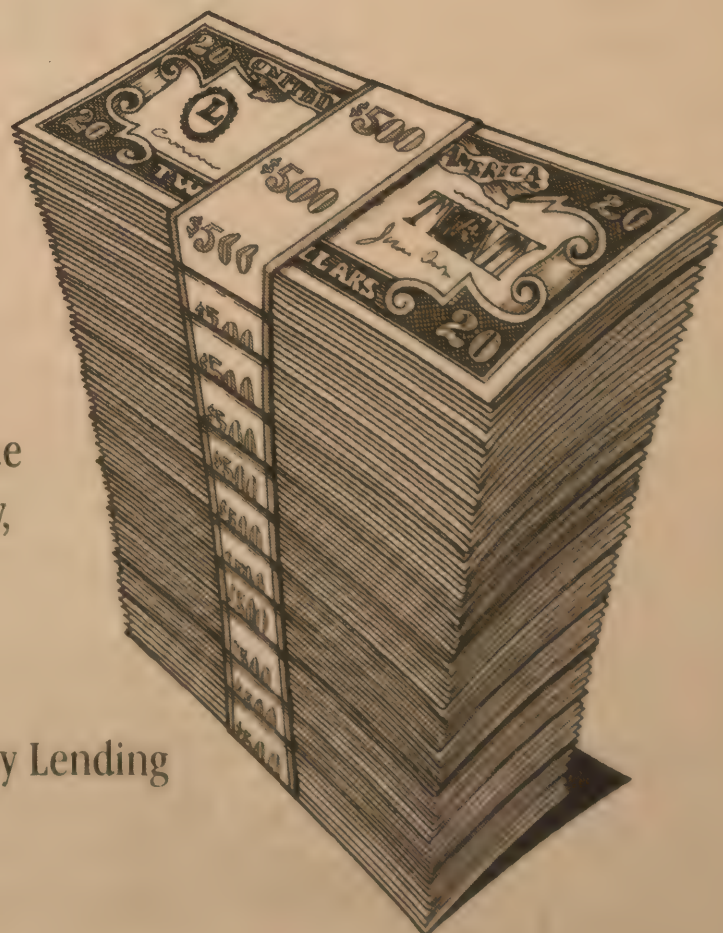
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Continued from preceding page

sues, and we support them by providing their volunteers with printouts for checking in attendees."

Clients use the PMA address and phone as their own. "This is particularly useful for associations in which the president or chair changes every year. Instead of remembering, for example, that a certain doctor or attorney is in charge of your association this year, you always have a central communication point. It helps with continuity, and keeping members' frustration levels low."

Cole began her career on the staff of a major state wide trade association. After thirteen years she amassed enough experience and know-how to form her own company.

"It's a pleasure to work with individuals who are very committed to their professions. Their dedication and enthusiasm are contagious."

Cole is one of 29 professionals in the state of New Jersey to have received the prestigious Certification for Association Executives, a professional designation for managers of trade and professional organizations. Candidates for the designation are trained in financial, legal, marketing, and other issues for tax-exempt organizations, and are qualified to serve as consultants to associations and organizations in any one of those capacities.

Cole attributes PMA's success to the fact that its level of commitment is as strong as clients' dedication. "To do well, your heart has to be in it, and our hearts are truly in this," says Cole.

Professional Management Associates, 170 Township Line Road, Belle Mead. 908-359-1184

Princeton Forrestal Village

Women who juggle job, family and social activities have little time for recreational shopping. They find stores that offer the style, selection, quality, service, and value they need in Princeton Forrestal Village's collection of high quality, factory outlet shops.

"The excellent mix of merchandise and services we offer make us a one-stop shopping destination which is very appealing to the customer whose leisure time is limited," said Beth Falletta, Village marketing director. "You'll find everything from clothing, accessories, housewares, to services like dry cleaning. We even have a daycare center right on our site."

One store important to the working woman is Strictly Business which specializes in suits made by a well-known

designer, at half department store prices.

"Women regard our clothes as a great investment," says Tarra Straile, the store's manager. "Everything is fully lined and our classic styles stay in fashion for a long time."

While serving customers of all ages, Strictly Business is especially popular with recent college graduates needing job interview attire. "A navy suit with a knee-length skirt is most appropriate," she advised. "Navy is subtle and makes a good impression."

Westport Woman targets plus size customers. Manager Laurie Nelson encourages shoppers to shop smart and make the most of their shopping time by purchasing one or two basic suits and then mixing in blouses, sweater or vests. "By doing this, we are often able to put together more than 30 different outfits with just 10 basic pieces and a few accessories," says Nelson. "And by adding some pants, they can also have a wardrobe for corporate 'dress down' days."

And Village shoppers are constantly looking for items to better organize and simplify their lives. According to Tammy Lathers, manager of Leather Loft, accessories like carry on luggage and garment bags on wheels are in de-

mand because they save time and energy for air travelers.

"Women professionals are compacting their essentials into wallets on a string that are styled for business wear," she notes. "We also just started selling a great new organizer/agenda combination that has a compartment for some personal items."

Using that organizer, the working woman may be able to schedule some time at the Princeton Spalon, a combination spa and beauty salon. Get your hair styled and colored, receive skin care, a manicure, or a pedicure, or even treat yourself to a massage. "Today's working woman is often pulled in so many directions, she can easily forget the importance of making time for herself," explains Joanne Branton, the Spalon's owner. "She needs time to relax and regroup so she can feel better, look better, and ultimately perform better in all her different roles."

Princeton Forrestal Village, Route 1 and College Road West. 609-799-7400.

Princeton Wedding Consultants

A wedding is supposed to be a special day. But with so much to organize and, come the day

of the wedding, supervise, it can also end up being an incredibly stressful day. "I'm here to make life easier for the bride," says Charrise Min Alliegro.

Alliegro founded her company four years ago, after she planned her own wedding and helped a few friends with theirs. "I really enjoyed it!" she says. "People told me I was out of my mind." They also pointed out she had found her niche.

"It's easy to get frustrated with all the details of planning a wedding," she says. "But I've always been compulsively organized." With her keen eye for detail, she assists on the wedding so that the bride and groom can enjoy their day.

"Most people assume a wedding coordinator plans the whole wedding, but some people don't need that. Most of my clients are getting married for the first time and they just want someone to guide them through the basics. In that case, we offer consultations."

Sometimes the client wants to plan the wedding, but on the day of the ceremony wants someone to supervise everything. "It's all up to the bride. Whatever she needs."

"A wedding consultant truly offers peace of mind," she says. "We're there to make the process go smoothly, with as little stress as possible."

Alliegro's services give the bride freedom of choice. "One thing she often has trouble with is finding suitable vendors. It's not as simple as

Forrestal Village stores cater to women who juggle job, family, & social activities; 'I've always been compulsively organized,' says wedding consultant Alliegro.

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12:30	Corporate Lunch	Corporate Lunch	Corporate Lunch	Corporate Lunch	Corporate Lunch	-
1:30	PM Pump	Lo-Impact	PM Pump	Lo-Impact	PM Pump	-
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looking in the phone book. You need to know the vendors' reputations and specialties. Having planned dozens of weddings, I know what is available, which saves the bride time and frustration. Instead of traveling to a dozen different shops, I help her narrow down her list, quickly and without hassle, and take care of all the legwork."

Princeton Wedding Consultants also offers a discount ordering service for designer bridal gowns and bridesmaids' dresses. Depending on the manufacturer, Alliegro is able to offer 20% to 30% off retail prices. "As a full-service company, we're able to help any wedding stay within budget."

"We're not just for high society. Our goals are to help organize the wedding, to maintain the budget, to pay attention to all the details that will make each wedding truly unique. A wedding should reflect the bride and groom's personality as a couple. They're starting their lives together. They deserve for that day to be special."

Princeton Wedding Consultants, 55 Castleton Road, Princeton, 609-683-4467. Fax: 609-683-7611.

The Foundation Fighting Blindness

Our goal is to go out of business," says Llura Gund, president of the Foundation Fighting Blindness — NJ Affiliate in

The Foundation Fighting Blindness raises funds for RP and other eye diseases; Stark & Stark's women lawyers are well connected with real life problems.

Princeton. The Foundation, which raises money for research to cure blinding retinitis pigmentosa and related retinal degenerative diseases, was founded in Baltimore in 1970. The following year the New Jersey affiliate found its home in Princeton.

Retinitis pigmentosa (RP) causes degeneration of the retina and decreased vision, eventually leading to blindness.

RP does not discriminate. It affects people of all ages, races, and cultures and is often diagnosed during childhood or young adulthood. In the United States, RP alone affects between 100,000 and 200,000 people. Related retinal degenerative diseases affect as many as 6 million.

One of the most common related diseases, "Macular Degeneration is the leading cause of blindness in the elderly," says Gund.

Sue Jaques, director of the NJ Affiliate, adds that RP is the largest cause of genetic blindness in the world.

Its far-reaching effect was brought home for national Chairperson and co-founder Gordon Gund when he was diagnosed with RP at age 28, losing his sight at the age of 30.

The disease is passed on genetically in three different

ways—on a dominant gene, a recessive gene, and is also sex-linked. Mrs. Gund comments that RP and connected syndromes are inherited. An example is Usher syndrome which results in both deafness and blindness.

"One in 80 people are carriers of the recessive gene. It makes you realize that there are lots of people to be reached," says Gund.

The pace of research developments is encouraging. Since 1992, 13 significant advances have included locating the specific gene responsible for Best disease, a form of macular degeneration.

The Foundation has grown dramatically in its twenty-five year history. Today affiliates are located in every state, with 23 international affiliates. And the Foundation is involved with 15 research centers at universities in the United States and Europe.

Originally titled the RP Foundation Fighting Blindness, The Foundation Fighting Blindness underwent a name change as of the new year. Says Gund, "For all the years that we've been in existence, our research has impacted lots of diseases as well as RP, so we felt our name should be inclusive. The other diseases upon which the research affects in-

clude Macular Degeneration, Usher syndrome, and Leber's Amaurosis, to name a few."

New Jersey fund raising events have included the Big Apple Circus, a James Taylor concert, film premieres, and sports events. This year, the NJ Affiliate of the Foundation hopes to net \$110,000 at their RP Celebrity Golf Classic at Metedeconk National Golf Course in Jackson. The tournament will involve 27 corporate teams of four. Each will be joined by a celebrity. In the past, celebrities have included Julius Erving, Eric Lindros, Arthur Ashe, and other celebrities from sports teams and television. The cost per corporate foursome is \$5,000. The tournament will be held on May 22, 1995.

While funding research and providing an information exchange to the medical and scientific community, The Foundation Fighting Blindness also provides information and referral services to the public. Nationally, more than 82% of funds raised go directly into research and information referral programs.

The Foundation Fighting Blindness, NJ Affiliate, Box 449, Princeton, 609-924-8034. Fax: 609-921-7697. National Hotline: 1-800-683-5555.

Stark & Stark

The Stark & Stark women attorneys organized as a group in 1990, evolving not as a counterpart of the male attorneys but as a reflection of what is already happening in our society and specifically in the business world.

The outlook is that before the year 2000, executive, administrative and managerial positions will grow by three million jobs and women will be well positioned to move into the top levels in both private business and government leadership.

Demographics speak clearly: Women live longer - the average age for a single woman is 62. Women account for 52% of college enrollment. At the end of the '90s, it is calculated that the college graduation classes will be nine million women and seven million men. Overall, women have accounted for more than 52% of the civilian labor force since 1979.

In 1988, 5.6 million women were employed as executives, administrators and managers in the U.S., double what it was in 1978. Among the Fortune 100 corporations, four out of five women executives were employed at the vice presidential level, compared to one out of three 12 years ago.

The top professional

Continued on following page

"I'M AN ASSOCIATION OFFICER... VP IN CHARGE OF STUFFING ENVELOPES."

In many business and professional associations, officers have to do a lot of time-consuming detail work—because of a lack of volunteers. Publishing a newsletter, collecting dues, arranging meeting programs and many other duties fall on the leadership. The association can't afford to staff a full-time headquarters office, so day-to-day administration remains a spare-time job for the elected officers.

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Continued from preceding page

women are lawyers, engineers, mathematical and computer scientists, physicians, operational analysts and entrepreneurs (which, according to recent forecasts by economists, is going to be the fastest growing sector of the workplace in the next decade).

Just as women in other professions have organized themselves into women's groups (there are now more than 50 national associations of professional women, each of them having state and local chapters) so have female attorneys. The American Bar Association itself has a women attorneys section.

The Women Attorneys group of Stark & Stark is simply another facet of the firm, another side of the cube of the firm's logo, another aspect of the willingness to furnish a variety of clients with a tailored service. Stark & Stark has continuously attempted to anticipate client needs and to devise ways to meet them, thereby providing the best possible service.

To meet the needs of the community in general and of working women in particular, in 1990 the Women Attorneys group began to offer a Breakfast Seminar Series on legal issues of concern and interest to many. Since then, these seminars have been routinely

offered in the firm's Community Room, free of charge, trying to reflect the interests expressed by the audience in preceding sessions. The series for 1995 is announced in this issue of U.S. 1.

The range of practice areas of the women attorneys is quite extensive. But besides practicing law, each of them, as is true of the other attorneys at Stark & Stark, is active on the board of professional, social and charitable organizations, offering the clients the perspective not only of a well-prepared attorney, but also of a woman connected with real life problems.

Among the organizations where the firm's women attorneys are involved are the American Cancer Society, the Mill Hill Child and Family Development Center, the Exchange Club, Compassionate Friends, Womanspace, the American Association of University Women, Women in Partnership, national and state organizations advocating for crime victims, and many local colleges.

The women attorneys have emerged as a group who, individually and in combination, provide Stark & Stark with an additional dimension of diversity. Nowadays, cutting-edge companies seek female managers as their board members, considering their perspective a necessary asset. It

is only natural, therefore, that those companies will also seek collaboration with firms who share this perspective and they will find Stark & Stark, as usual, a step ahead.

Stark & Stark, 993 Lenox Drive, Lawrenceville, 609-896-9060.

Tall Fashions and Footwear

Eleven years ago Ann Vandenberg walked into Tall Fashions and Footwear on a regular shopping excursion. When she found out that then owner Elizabeth Reed was planning on closing down the store she was upset. "I wouldn't have had any other place to buy clothes." So she bought the business.

"The tall woman has unique problems. It's often difficult to find clothes at regular stores that will fit the tall woman appropriately. If the clothes are long enough, they still might not be proportioned correctly. The sleeve, pant, and hem lengths, the span of the torso, the placement of the pockets...it's all about proportion.

The store carries tall sizes 6-24 for women over 5'8". "Because all of our inseams are 36", you don't need to worry if an outfit will be long enough." They also stock women's shoes starting at a 10 1/2 to a size 14 with nar-

Tall Fashions aims to help tall women with unique fashion problems.

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row to wide widths.

"Tall women represent a relatively percentage of the clothing market. We don't generate as much money as average sizes and therefore get less attention. In the past, clothes for the tall woman were hard to find, colors were limited and the style and materials were pretty basic," says Vandenberg.

Today Vandenberg works with manufacturers who understand the fit of a tall woman, as well as her desire for fashionable clothes.

"When a woman walks into the store, I can always tell if it's for the first time. Usually she'll remark that she can't believe the selection.

"And if we don't have something in stock or the customer has particular needs, we place special orders. Some manufacturers will even customize clothes for our clients.

"Without specialty stores like ours, tall women would have to travel around to numerous shops and look for the longest item on the rack. That is too time consuming and doesn't make sense. That's why Elizabeth Reed founded this business—to bring it all under one roof."

Tall Fashions and Footwear is open 7 days a week. Their hours are Monday through Saturday, 10-5, Thursday 10-9, and Sundays 12-4.

Tall Fashions and Footwear, 1905 Route 33, Hamilton Square, 609-586-7777. Fax: 609-586-6863.

Martha Traylor has been a lawyer for nearly 50 years — hear her war stories; A working mother herself, Cindy Urken knows how little time her customers have.

Traylor and Traylor

Martha Traylor has been practicing law for the past 49 years. With a laugh she will say, "People look at me and say you can't have been practicing that long! Women weren't lawyers back in the 1940s." That attitude was the greatest obstacle in the beginning of her career.

"Back then, even my dearest friends would ignore the fact that I was a lawyer. It was an embarrassment for them." She continues, "When I became a lawyer in 1946, no one would talk to me about practicing with them. 'We don't hire women.' 'Our clients won't talk with a woman.'" Traylor remembers a comment made to her when she was interviewing for a faculty position at a Pennsylvania university only 23 years ago. "What will you do with your children? Hang them in a closet?" Traylor is delighted that people are so accepting of women lawyers today. "It's so great to see so many women practicing and being valued for their skill and knowledge."

Traylor faced many challenges in getting people to accept her as a professional. In those years in many states, lawyers had to apprentice with a firm for a year before

being hired. Many firms were rude and unbelieving that she would even ask them. "They'd say, we have secretarial positions if you're interested."

But Traylor has been intent on changing attitudes simply by setting an example. She has had a distinguished career not only as an environmental and patent attorney, but as an educator. Locally Ms. Traylor has taught law at Seton Hall, Rutgers, and Temple. In addition to her law degree from Indiana University, she has a science degree from Purdue, a master's degree in science and politics and a PhD in science and public policy.

At Seton Hall, Traylor was the second woman on the law school faculty. "Being the first was not easy, but being the second was difficult. One woman on the faculty was justified as meeting quotas. They feared the second woman would create a power base."

Now retired from academe, Ms. Traylor is happy to be practicing in the fields of environmental law and intellectual property. She was the first woman to be admitted to practice before the U.S. Patent and Trademark Office by examination. But that wasn't without its own obstacles. "They wouldn't even grade my exam the first time I took

it. They said I couldn't possibly be serious...because I was a woman."

Traylor comments, "One of the most gratifying things is to enter a court room and find one of my former students appearing there. To have influenced the enforcement of environmental laws in New Jersey that much means a lot."

Traylor often comments about the obstacles she has faced in her career. "To solve my own dilemma, I grew my own law firm." She has been in practice with her husband, a health care attorney who is retired from Temple University Law School, and her son whose focus is on immigration law, since 1992.

Despite the challenges Traylor has faced, she willingly admits she has had a lot of fun along the way, looks forward to each new challenge, and relishes being able to bring such extensive experience to her practice.

Traylor and Traylor, 20 Nassau Street, 609-924-4536. Fax: 609-924-3556.

Urken's Hardware and Design Center

Cindy Urken wants to make your life easier. A working mom and interior designer, she understands how difficult it is for

professionals and parents to budget time for interior and home improvement projects. Five years ago Urken, co-owner of Urken's Hardware and Design Center, added an interior design department to the store, and established a shop-at-home service.

"When we started the interior business, we discovered two realities about our customers," says Urken. "Most had little time to shop for interior projects. And, we found that most clients needed help in making choices. Many terrific ideas are never realized because people are unsure about how to put a project together."

"Our service begins with a phone or in-person consultation with one of our in-house designers." Based on the project and the customer's taste and budget, the designer takes an array of samples to the customer's residence or office. The designer then makes suggestions or gives advice about the project. The at-home consultation is free and all suggested items are either in stock or can be ordered through Urken's store.

"Window and wall treatments, including wallpaper and paints, are the mainstay of our shop at home service. Recently, we added closet organizing," says Urken. "In addition, decorative bath hardware and bath fixtures are features of the design depart-

Continued on following page

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Continued from preceding page

ment." Urken's shop-at-home client list includes homeowners, architects, builders, and local hotels.

Urken has compiled a comprehensive information kit that lists the services offered at Urken's. Also included are discount coupons for window treatments and a compilation of decorating possibilities.

In March, Urken will teach a two-hour seminar at the Princeton YWCA called "Decorating on a Shoestring." The seminar will give advice on how to achieve an elegant environment on a limited budget. The seminar is being offered on March 2 and again on March 20. Contact the YWCA for registration information.

The YWCA has responded to women who face constant transitions in their lives and who consequently cannot model their careers on those of male counterparts.

Urken's Hardware and Design Center, 27 Wither-spoon Street, 609-924-3076.

YWCA of Princeton

Marge Smith has made her vision for women a reality through an innovative staff-building policy at the YWCA, where she is executive director. She knows that women can make an enormous contribution professionally but that the constant transitions in their lives mean that they cannot model their careers on those of male counterparts.

Her administration and staff reflect her commitment to respond to women's wish to work while adapting to the varying pace and patterns of their lives. The YWCA serves its 13,000 members with a full-time crew of only 16, backed up by 20 half-time employees and 300 part-time teachers, administrators and support staff. Volunteers also give thousands of hours to the YWCA every year, donating skills in every area from fundraising to investment strategies.

"We appreciate the many roles that women play in the

course of their lives and know that those roles are fulfilling," says Marge. "Most women want to work and make a contribution to the community, but can't cope with a full time job when they have a responsibility to young children or elderly parents." The YWCA's ten after-school programs demonstrate the organization's wish to serve the needs of working women. "We employ hundreds of mothers of small children who want to work on a schedule that coincides with their child's. The after-school program also gives people interested in early childhood or elementary education the opportunity to build their teaching skills and remain current on issues."

The YWCA's Breast Cancer Resource Center is another model of the organization's mission. The Center's director, Jane Rodney, is a breast cancer survivor with energy, knowledge and a commitment to educating the community about women's cancers. Jane's assistant has cancer, too, and wants to work and still spend time with her young child. Together, this team advances their cause, while re-entering the workforce at their own pace. Last fall, Jane and her staff—all part-timers—and hundreds of YW volunteers ran the Princeton Run for the Cure. "It was the most suc-

cessful Run in the nation," says Marge, "raising tens of thousands of dollars for research and educating countless people about breast cancer."

The English as a Second Language Program, directed by Ming Crusey, is another of the YWCA's success stories. Ming says that the YW supports its program directors, giving them space to accomplish their vision. "With their support, I have built a program that serves hundreds of non-English speakers in the Princeton area. We now have a top-notch faculty, many with PhDs. Through one-on-one tutoring, group classes and field trips, our students learn English and are educated about the ways of our society. In turn, they get involved and make a contribution of their own." Ming says that through her work she has developed executive skills, confidence, and professional credibility. In another vital role for women, she has become a wonderful role model for her daughter.

The YWCA's executive structure is unusual in that its board of trustees actively runs the organization. "Our leading volunteers sustain or build administrative skills," says Marge. "The trustees not only run the YW, they take and teach courses here. That way, when they make a decision about us, they know the place inside out."

YWCA of Princeton, Paul Robeson Place, 609-497-2100.

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Continued from page 1, this section

conversation was a workable approach. She was off and running...

Anne Boe, a national motivational speaker who writes books on networking ("Is Your Net-Working?"), suggests that people be more concerned with the relationship than the end result. Call up at least two people a day to see how they're doing on an on-going, committed basis, she suggests. When you need information from them, they are there for you. It's simply an extension of your friendship. For introverts, this daily outreach may prove a stretch, but moving beyond one's comfort zone is essential for expanding your network as well as your vision. Boe believes in being an "inverse paranoid"—one who believes the world is conspiring for you.

Barbara Sher, author of "Wishcraft" and the recently published "I Could Do Anything if I Only Knew What It Was," profoundly sums up the power of networking when she states, "Lack of self-esteem is not the dream-killer. Isolation is."

When I heard Sher say this at a recent career counseling conference, the concept shocked me, because I put so much energy into helping rebuild my clients' self-esteem to help them become empowered and move on. Was I barking up the wrong tree? Perhaps.

"If we wait until our esteem is in perfect working order," says Sher, "we'll never get out of the house." The important thing is to talk to people, to get information, to start making decisions and get some movement going. Then empowerment happens and esteem necessarily improves.

Sher has developed an interesting networking exercise which I've used with several different



Net-Working?:

Adele Fuller is Women's Outreach Counselor for Burlington College, assisting women returning to the workplace. She also runs FOCUS, a career assessment program for the unemployed. People have answers for you, but they can't read your mind.

women's groups. The results have been dramatically effective each time, despite its seeming simplicity. Ask members of a group (10 or more people) to write down a goal and an obstacle to that goal, one they won't mind sharing with the other people in the room. Then instruct them to interview at least five people in the next 15 minutes, exchanging advice and information as quickly as possible on how to reach their respective goals. When people are done talking, each should wave her arm in the air to signal availability. The trick is to get input as quickly as possible and move on—not an easy concept for women who prefer to indulge in conversation! After the time is up, ask the participants to share their reactions. The energy and information exchanged will amaze you.

Sher goes even further than the occasional conversation for networking. She advocates forming your own "Success Team"—a group of 5-6 people who meet weekly to help each other get

whatever they need. Use the team during a job search to get leads, practice interviewing skills, help with resumes and keep up your spirits. Self-improvement is not the focus here—action is. These groups are about helping people get launched while minimizing fears and paralysis. "Remember," Sher says, "anything worth doing is worth doing too soon." So do it now while you're not ready.

Take no one for granted. Leave no stone unturned. Talk to everyone in sight, whether you're pursuing a job, a dream or a good plumber. The universe has the answers but, like a spouse, it doesn't read your mind. You have to ask the questions. Aloud. Repeatedly. And, like that Field of Dreams Team, they will come. They will come.

How do I know networking works? Well, I have this friend, Marga, who knows Barbara Fox, who was looking for someone to write an article on networking for U.S.1. . . . Need I say more? ■

Continued on following page

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Continued from preceding page

The Networks: Women's Turn

I joined BPW in Minneapolis in 1985 when I first graduated," says **Lindsay Liotta Forness**, president of the Princeton Business and Professional Women. "Minnesota was a not so friendly place for a single young woman, and a woman's group was a little more comforting and supportive."

"Women have a unique challenge in the workforce and a unique focus, and by coming together, it both strengthens and educates us," says **Kathryn Shepard-Mervine**, director of the Central Jersey Women's Network. "I have watched women grow and change and blossom over five years, and every day it strengthens my resolve that these groups are needed."

"For many years men have found support in a single sex environment," says **Andrea Sacchetti**, president of the Princeton chapter of the American Business Women's Association. "It's OK for us to take our turn."

For whatever the reason, women are meeting and networking with other women in increasing numbers. Men are not being excluded — they can, and do, come to many of these groups — but the indications are clear. If you're a woman, a safe place to get business and personal assistance is in a woman's group. Here are some of the available groups.

— **Barbara Fox**

Female Honchos

In the recessionary times of the '90s, people were always telling **P.J. Dempsey**, "I have a woman you should meet."

Dempsey says she thought, "If we are all out there, why not get together. Seven of us called 10 people we knew, and 45 people came to the first meeting. I started the group thinking a couple of woman would

get together and it has taken on a life of its own."

To join Women in Partnership, you must either have your own business or have reached sufficient heights on the corporate ladder. In other words, you must be in a position to give business to other woman.

Dempsey began her career 18 years ago as a psychiatric social worker in St. Louis, then went into personnel placement. She worked for a national New York-based firm for three years and founded Morgan Mercedes in 1984. She serves on such charity trustee boards as Eden Institute, McCarter Associates, and the New Jersey State Museum, and she also teaches entrepreneurial courses for Mercer County College and sits on the foreign trade council of the Mercer County Economic Development Task Force. A three-year-old division of her firm, Morgan Mercedes Human Resources Group, combines her interests in social work, human resources, and entrepreneurship.

Why this group? "I had been to a couple of the others and wasn't seeing what I wanted to see. We do networking. We refer people to each other. We make money from each other. I like working with women who get things done," says Dempsey.

She thinks the "can do" attitude can be attributed, not to gender, but to the loose structure of a new group. "If you work with someone on a committee and they can get something done, you know you will want to work with that person in business."

Women in Partnership, 214 Carnegie Center, Suite 204, 609-987-1122; fax, 609-987-8721. P.J. Dempsey of Morgan Mercedes, president. Informal meetings are four or five times a year; 45 paid members. A scholarship is awarded annually. Dues are \$25 per year.

Real Estate Women

The world of commercial and industrial real estate was — and is — not particularly friendly to women. "Many years ago in commercial and industrial real estate



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it was definitely a man's world and there were very few women in the industry," says **Gloria Bayes**. "The women that were in the industry decided to form a networking group to discuss ways they could help each other."

The state chapter of Industrial/Commercial Real Estate Women (ICREW) attracts about 10 people to monthly meetings at the Newark Airport Marriott. It includes not only brokers and developers, but also construction people, executive suite owners, attorneys, realtors, and interior designers. "We also have some men," says Bayes. "The men met the qualifications and wanted to join for the networking aspects."

Addition acceptable occupations for membership: accountants, architects, appraisers, asset/property managers, consultants, developers, lenders, leasing and sale brokers, mortgage bankers/brokers, marketing specialists, market & investment analysts, corporate real estate representatives, and title/escrow officers.

Bayes is executive vice president of the group and also co-owner of Office Gallery, a shared office company with three locations, including 5 Independence Way in College Park. Bayes is also vice president of finance for the Middlesex chapter of NJAWBO and belongs to various chambers of commerce. **Nancy Witt** of Sweetwater Construction Corp. on Witherspoon Street is membership vice president. **Ellen Silverman** of Ellen Silverman Advertising in East Brunswick is communications chair. **Beth Krinsky** of Jacobson, Goldfarb & Tanzman is president.

Being president of ICREW, Bayes says, requires a time commitment of about two days per month. The benefits? "Education,

networking, and many of our women do business with each other on a regular basis. And general support."

Industrial Commercial Real Estate Women, Box 1408, Woodbridge 07095-1408. 201-736-1144. C. Beth Krinsky of Jacobson, Goldfarb & Tanzman, 1994-95 president. Gloria Bayes, of Office Gallery, executive vice president. **Marilyn Orloff**, Orloff Designs, meeting coordinator. Monthly meetings at the Newark airport Marriott or the Woodbridge Hilton: Next meeting: February 9. Meetings cost \$35 and \$40 and annual dues are \$175.

ABWA

If I were a guy I would join all these women's organizations in a minute," says **Andrea Campbell Sacchetti**, president of the Princeton chapter of the American Business Woman's Association. "I think they are more skill oriented than many of the men's groups. Having those general business skills is going to make a difference."

Sacchetti grew up in Princeton, where her father is on the faculty in the psychology department at Princeton University and her mother, **Enid Campbell**, has a private therapy practice. She majored in liberal arts at Duke, Class of 1978, and did marketing research at McGraw Hill before moving into executive recruiting. After seven years at Bedford Orion she opened her own firm. Her husband works for a pharmaceutical company, and they have two children.

"I took on the ABWA in a moment of madness," she jokes. "Actually it has been a wonderful experience and a great deal of work

as well. One of the objectives of ABWA is to give members opportunity for growth. It has given me an opportunity to develop my public speaking skills and my organizational skills. Each member takes away a little more than what they give to the organization."

"People come to work on strategies for becoming a better professional person and for improving their personal lives as well — the balancing act. Our programming is very much oriented to business skill development rather than entertainment."

"It's not just a selling environment. Many of use each other's services and in conversation with other business associates we recommend each other, but in addition we provide a support network that is not available in the workplace."

ABWA members get discounts from Career Track seminars and some are offered free of charge. The proceeds from a business card exchange, scheduled for early May, will be used for a scholarship. "Last year we awarded \$2,000 in scholarship money and are hoping to top that this year."

Two thirds of the members are entrepreneurs and one-third have corporate jobs. "I would like get it back to closer to 50/50," says Sacchetti. "Knowing what's going on in your marketplace is something you really can't get from books. You can't get it in magazines, because by the time it's in a magazine, it's old news. If you are talking to people in your marketplace, you are going to know the ins and outs of who's doing what. You are going to know it before it hits the press."

"There are advantages," Sacchetti says, "in talking with people of the same gender for a certain compartment of your life. But we

welcome men at our meetings."

American Business Women's Association, 609-924-7770 (hotline) or 609-924-4747; fax 609-924-8825. **Andrea Sacchetti**, Campbell Sacchetti Associates, 301 North Harrison Street, Suite 101, 08540. Founded in 1990, the chapter has 45 active members. Second Tuesdays at the Marriott (February 14), \$28. First time annual membership fees and dues are \$69, and in subsequent years, chapter dues are \$24 and national dues \$27.

Princeton BPW

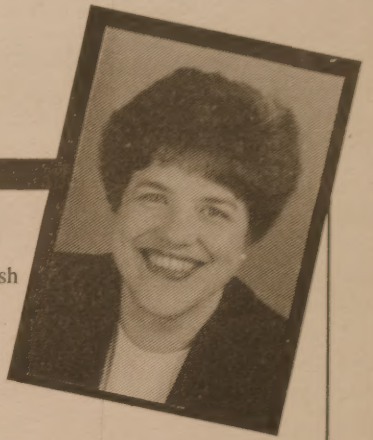
Boy Scouts call her home their home, so her women's networking organization is a welcome change. **Lindsay Liotta Forness** is married to the leader of the 60-member Boy Scout Troop 43, Robert Forness, a mutual fund director at Prudential in Newark. "When we got to Princeton we jokingly said 'Let's find a volunteer

Continued on following page

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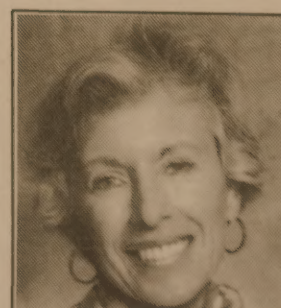
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Continued from preceding page

organization that we join together.' But the Boy Scouts captured him at the Christmas Tree sale in Palmer Square. Since we have so many boys and other men coming in and out of our house as it is, it was good for me to be in a women's group."

The daughter of a prominent attorney in North Jersey, she graduated from Cornell in 1984 with a degree in hotel/restaurant management, she worked for Howard Johnson in operations and in marketing, then joined an ad agency. She has also had fundraising jobs and has done fundraising for Pingry School and Cornell. Now she sells Discovery Toys and administers the Cornell alumni admissions team for New Jersey.

"In the very beginning BPW gave me confidence in public speaking and gave me an ability to network outside of my industry. We offer seminars at the national and state level, and locally we primarily have speakers. I served on long range planning committees, which was great for my strategic marketing skills."

"The BPW is a less formal group than the ABWA, I've been told, but we don't get together purely for social reasons," says Forness. "In Princeton we tend to be a 50-50 mix of entrepreneurs and women in corporations."

She points out that, unlike other organizations where many members work at the same company, people don't have to be on their guard when they discuss office situations. "If we talk about, for instance, resolving conflict in the workplace people can bring up hypothetical situations without worrying that it will get back to the office."

Princeton Business and Professional Women, Box 8267, Princeton 08543-8267. 609-497-1848. Lindsay Liotta Forness, president. Box 8267, Princeton 08540. Second Mondays at Novotel. Next meeting: February 13.

Business and Professional Women of Central New Jersey, 609-683-0399. **Virginia Aris**, president. 192 Penn View, Pennington 08534. Membership of 40, annual dues, \$70. Meetings on third Mondays, Good Time Charley's, \$25. 908-281-0637.

Financial Women

At a college for women, **Nola Bencze** learned to feel empowered. "When I came out of college," says Bencze, "it never occurred to me that I couldn't be president of this and head of that. I felt there wasn't anything I couldn't do." Now, as an attorney at Jamieson Moore Peskin & Spicer, she makes her way in what used to be considered a man's world. She is president of Financial Women International.

"Women's groups afford to women a nonthreatening atmosphere in which to make contacts and develop their skills," says Bencze. "For me, personally, it really doesn't matter, but there could be others that find a woman's group more relaxing."

Born and raised in Brooklyn, Bencze went to a girls' high school and stayed active in Girl Scouts because she loved to go camping. She graduated from St. Joseph's College in Brooklyn, and, after getting married and having two daughters, she went to Seton Hall Law School. She clerked for Judge Samuel Lenox, and had various positions in New York and New Jersey. In 1992 she joined the financial services department of Jamieson Moore, where she does

and transactional law. With the state bar association, she is active in the banking law and debtor-creditor sections. She serves on the committee for the Women of Distinction Dinner for the Delaware Raritan Girl Scout Council.

When founded, the group was called the National Association of Bank Women, and it was open to bank officers. Then membership expanded to include women in administrative positions. In the mid 1980s it diversified still more, to include any woman in financial services: attorneys, accountants, people that work for brokerage firms.

Carolyn Kozlowski, an administrator at Core States New Jersey National Bank, is chapter treasurer. Past presidents are **Phyllis Adrian** of United Jersey Bank and **Linda Townsend**, branch manager of West Windsor branch, First Washington State Bank.

Financial Women International, Capital Group, 609-683-7306. **Nola Bencze**, president, of Jamieson Moore Peskin & Spencer, 300 Alexander Road, CN 5276 Princeton 08543. Contact person, Carolyn Kozlowski, 609-530-7388. Meetings are alternate months, third Tuesdays at Scanticon, 5:30 p.m.

Attorney Women

It has been a struggle for women to get recognition on even a county bar," says **Fay D. Slotnick**, president of the Mercer County Women Lawyers' Caucus. "Certainly I had the feeling that it was a male bar association, and many women felt the same way. I never felt it was a place helpful to me personally. Perhaps because the topics didn't interest me. Perhaps because it was a larger group and I didn't feel I had a place there."

Slotnick entered law when the prejudice against women was fading but was still palpable. She earned her undergraduate degree at Temple, Class of '69, and started law school in 1974. "That was the first year with significant numbers of women, enough women that no one felt uncomfortable. But I remember men who spoke up in classes that all of we women were taking seats away from his friends and of course we weren't going to really work. But that was a minority attitude."

"I had my own practice," says Slotnick, who retired five years ago due to health problems, "and worked with no one, so for me it was an important way to have other sources to talk to about cases."

The county women's bar association has about 50 members and charges \$20 annual dues, plus meeting expenses. It promotes the education of women and promotes women, writing letters on behalf of women who want jobs in the state or appointments to judges. It honors all new judges with an annual reception that is sometimes co-sponsored by the county bar.

Mercer County Women Lawyers' Caucus, 194 North Harrison Street, 609-921-1262. **Fay D. Slotnick**, president. 903 Dutch Neck Road, Hightstown, 08520. 609-426-1794. Meets six or seven times annually, \$12.

Women at Home

If you have been corporate gypsies," says **Ouida Walker**, president of Princeton Newcomers Club, "as children grow, problems develop, and some of them are related to moving. It is very nice to have someone be in the same boat

"The biggest thing that Newcomers does is to offer security and help. Everyone has a common goal, to get their family settled and to feel a part of the community. We don't try to develop your skill, but we do give you a chance to blossom."

The Princeton Newcomers meets for lunch at the Princeton YWCA on second Fridays and offers more than 30 monthly interest groups plus a young mothers' network. A woman can stay in the club for three years, then it's "up and out" into an alumni group.

"It is important to have an outlet from the home, to explore your own personal needs and fill those needs, and to keep you from feeling isolated," says Walker. "It's a place to vent and share feelings — negative and positive. Sometimes you just need someone to complain to."

Walker majored in home economics at the University of Georgia '68. She is married to Joseph Walker, vice president of the Bristol-Myers Squibb owned medical device firm, Convatec. Despite seven major moves in 20 years, she has been active in Junior League, women's clubs, and other newcomers groups. She worked in nutritional counseling in Boston before moving to Pennington several years ago. Now Newcomers takes up as much of her time as a part-time job.

In all her travels, Walker says, she has never seen such a committed and successful newcomers group. "My next door neighbor had been a Newcomers president 12 to 15 years ago. She commented I would really miss something if I did not get involved with this group."

"Because Princeton is such a melting pot, you get people who are coming from all over the world. The need is definitely here. Even in Boston we saw people moving in, but not to the degree that they do here. Some of the women come in here and know they are only here for a year or two years. They are quick to get involved and participate to learn the area."

"I had no idea what it would mean to our life and to our family's life. The friendships we have made have extended to include my adult child during holiday seasons."

Princeton Newcomers Club, meetings at the Princeton YWCA. **Ouida Walker**, president, 609-737-6321. **Mary Elzy**, vice president in charge of interest groups, 908-329-4032; fax, 908-329-4034. Monthly lunch meetings on second Fridays at 11:45 p.m. at the Princeton YWCA, and social coffees are on third Thursdays. There are more than 30 interest groups. To join, you must have moved to Central New Jersey or Eastern Pennsylvania within the past three years. The 400 members range in age from 20 to their 70s and come from a wide radius, from Belle Mead to West Windsor. Call **Laurel Panaga** (609-895-0067) for Coffee and Kids, a "lifeline for young mothers" that offers four meetings per week and has its own newsletter.

Entrepreneurs

Founded in 1978, New Jersey Association of Women Business Owners (NJAWBO) is the only statewide organization of its kind; it has nearly 1,000 members in 16 New Jersey chapters. The objectives are to encourage ownership of business by women, provide a voice for them in local, state, and federal legislative bodies, provide training and assistance, and increase the visibility of women business owners through participation in the business community. It is affiliated with the National As-

sociation of Women Business Owners.

To celebrate Women's History Month and the 75th anniversary of the passage of the 19th Amendment to the United States Constitution — granting women the right to vote — NJAWBO is conducting a "Woman Leaders" contest.

Any organization can nominate a "Woman Leader" from the private, public, or non-profit sectors. Awards will be presented at a luncheon on Friday, March 10, at the Somerset Marriott. For a nomination form, call 908-707-0173 or fax 908-707-1213. The deadline for submission is January 20.

New Jersey Association of Women Business Owners (NJAWBO), 908-707-0173, fax, 908-707-1213. **Suzanne Pease**, state president, c/o **Harriet Nazarete**, administrative director, Box 6336, Bridgewater 08807.

Middlesex Chapter, Ellen Silverman, president; **LaurieBeth Goldman**, vice president, 908-463-0432. Reservations: **Joan Oldsey**, CRT Support Corp, Highway 35 North, South Amboy 08879-2065, phone 908-721-3030. The chapter has 110 members, and dues are \$145. Meetings are on second Mondays or Tuesdays at the New Brunswick Hyatt. The next meeting is Monday, February 13, at 6 p.m., \$30.

Hunterdon/Mercer president, Marty Brown, 908-996-6988. Reservations, 908-788-5335. Meetings on fourth Mondays or Tuesdays.

Female Executives

Men have a very long history of belonging to a network," says **Kathryn Shepard-Mervine**, president of Central Jersey Women's Network, "whereas women sometimes look upon each other as competitors. We are harsher on each other. Have you ever heard anyone say, 'I would never work for a woman?' What I would like to see is moving beyond seeing each other as competitors and seeing each other as allies."

The Central Jersey Women's Network is associated with the National Association of Female Executives (NAFE). "A benefit of belonging to a local network is that your dues are half what they would be nationally," says Shepard-Mervine. "We have a very friendly accepting group that allows women to come in, use their talents, and grow. We get compliments on the programs and the warmth of the group."

A Miami native, Shepard-Mervine majored in marketing at Pace, worked on Wall Street, and then went into consulting. Now at Computer Associates International on Orchard Road, she is telecommunications manager for Princeton and nine other sites. Her husband, Jack Mervine, is at the Plasma Physics Lab.

Shepard-Mervine also belongs to the National Organization of Women and has been active in the homeowners association of the Brittany townhomes in Plainsboro. "Everyone has to find what fits them. I personally think there are not enough of these groups. Women who belong to more than one — that's fine. Someone I met through the national directors group said that women should have three types of networking groups: a general group for women of all types, a social one as in a homeowners association, and a spiritual one, which might be at a church or synagogue or a support group."

Networking can't be accomplished by coming to one meeting, she warns. "We had one woman come with a to all, incorrect per-

ception. She didn't find a job and she didn't come back. Networking is a lifetime endeavor. Take the membership list, call a member, make a date for lunch, network over the phone, share your expertise, gain your expertise."

"We live in very very busy times. Now that there are more and more women in the workplace, there are a lot of pressures on them. They run a home, maybe they are going to school. To take that time out and give the gift of networking is very hard, because they have to pull away, but they need it."

"At my first board meeting, I said I want the energy and support and the fun we have at the board meeting to come through at every meeting. That was our goal and we did it. One thing we make sure of is that guests are not relegated to a side table."

"People have gotten jobs, all kinds of wonderful things. I really think it's the spirit."

"One of the things we laugh about is how differently men approach problems and how women can support each other rather than go to their spouses or boyfriends. Without fear of any reprisals, they can come and talk about it if they feel they are being harassed or discriminated against. And maybe they are not — but this gives them a place to talk about it."

Central Jersey Women's Network, Box 222, Plainsboro, 08536. Part of the National Association for Female Executives. \$35 annually including national and local membership. Networking opportunities and social service projects for professional women. Meetings third week of each month, September through June, at the Palmer Inn. The next meeting on Tuesday, February 21, is on crime prevention. \$25.

Other Groups

These organizations share the same general goals: networking, education, and professional development. Not included are such advocacy groups as the American Association of University Women, League of Women Voters, and National Organization for Women.

Executive Women of New Jersey, Box 2056, Red Bank 07701. **Mary Jane Meehan**, president. Contact: **Lynn Shapiro**, 908-530-4098. Sponsors dinner programs with women speakers, scholarships for women. Meets five times a year, September through May.

Insurance Women of Mercer County, **Judy Cook**, Vik Brothers, president. Hamilton Elks Lodge. **Karen Fabil** of Rue Insurance, public relations, 609-586-7474. "Anti Violence Campaign," **Maryann K. Bielamowicz**, county prosecutor, Wednesday, February 1, 5:30 p.m., \$20.

New Brunswick Business and Professional Women, 150 Willow Street, East Brunswick 08816, 908-257-6017. **Kay Bolyog**, contact person. Third Tuesdays at McAteers.

Princeton YWCA, Business Women's Breakfast series, 609-497-2103. Usually last Wednesday of the month. 7:45 a.m. at the Peacock Inn, \$10 for members, \$14 for nonmembers. January 25.

Society of Women Engineers, 120 Wall Street, 11th Floor, New York 10005. 212-509-9577; fax 212-509-0224. Chapter president, **Brenda Flam**, 908-274-4734.

Professional Secretaries International, membership chair **Carol Hawkes**, Markowitz & Vindler, 3131 Princeton Pike, Lawrenceville 08648, 609-896-2414. **Kim Ponzio**, 609-584-6822. Second Thursdays at Heidelberg.